

NORTH SOMERSET PARTNERSHIP ANNUAL EVENT 2009

WORKSHOP – TRANSPORT, ECONOMY & ENVIRONMENT

AIM: Regenerate main town centres - retail, civic and cultural activity, employment and housing		
Ideas to consider	Key Idea to develop: Support small businesses by having shorter leases on premises to reduce financial burdens	
<ul style="list-style-type: none"> • Agreeing across all of Somerset particular areas of expertise in arts & leisure: i.e. art museum, sports centres, concert hall • Make use of current government funding available to ensure this happens • Develop primary care centre using key sites or existing empty units – using local employment will enable more people to use local facility instead of main hospital • Support small businesses by having shorter lease on premises to reduce financial burdens • Spend to save – support and grants to businesses which would be repaid when business up and running, support to access government funding and EU funding • Suggest shops to stay open later – more jobs more time for people to shop • Sell public land – developers to put in cash, council to put in land – for needed joint ventures 	<p>Q1. How will this help to deliver in difficult times?</p>	<ul style="list-style-type: none"> • Reduces start up costs and risks of taking long-term lease • Would help with regeneration of empty units/areas • Increase employment opportunities • Would encourage ‘diversity’, small ‘craft’ type businesses • Could ‘test the water’ • Could open up other avenues of support business, to continue in the longer term • Community would benefit from regenerated town centres and ‘flourish’ • Cultural opportunities could increase
	<p>Q2. How could this idea be developed? What has to change to make this happen?</p>	<ul style="list-style-type: none"> • Wider communication between council and small business owners • Work collectively with Jobcentre and Business Link and partners • Encourage private owners to participate • Provide potential shop/business owners support and advice

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Ideas to consider	Key Idea to develop: Redevelopment, not new development, look at town centres first to give a mix – jobs/leisure/working	
<ul style="list-style-type: none"> • Support development of managed workspace schemes i.e. finding small business units, low cost, expand easily • Support and help to fill empty units • Secure more flats over shops rather than leave vacant • Integrate employment development with town centre development • Redevelopment, not new development, - look at town centres first mix access to jobs, leisure and housing (becomes co-dependent) • Look at concentration of one type of business i.e. charity shops. Are their rents lower? If so, look the same at other business types • New marketing initiative for North Somerset ‘Green but developing ...’ What does North Somerset stand for – identity needed, better reputation to improve image and encourage investment 	Q1. How will this help to deliver in difficult times?	<ul style="list-style-type: none"> • Could be cheaper, more sustainable and more appropriate to attract business to provide what is needed • Bring everyone in to offer solution i.e. partners, businesses, land owners • Create a need for people to be in town centre rather than travel in i.e. flats and leisure facilities
	Q2. How could this idea be developed? What has to change to make this happen?	<ul style="list-style-type: none"> • Start with identifying sites already ‘available’ – empty units, brown sites • Look at policy on how to utilise empty flats/shops • Target small areas at a time • Provide incentives/targets to fill shops/flats • Try and spruce up empty units i.e. art displays • Use opportunities to promote services of NSP partners, businesses • Relax the coastal zone planning restrictions i.e. not designated areas for tourism

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Ideas to consider	Key Idea to develop: 1. Decide on 'uniform' identity – theme for district	
<ul style="list-style-type: none"> • Encourage and support small businesses • Ensure interesting 'street scape' – clean, well kept, nice bins • How existing communities can benefit from new jobs and housing • Look at existing buildings in disrepair and improve, think about design – attractive to appeal to investors • Use voluntary sector to promote skills needed for people to start up businesses, once recession over, and social enterprises • Decide on a 'uniform' identity – theme for district • Sort out town centre's parking/transport – 'free buses' • Specialist industries – no current pre-expectation 	Q1. How will this help to deliver in difficult times?	<ul style="list-style-type: none"> • Would help give North Somerset clear identity and what is on offer
	Q2. How could this idea be developed? What has to change to make this happen?	<ul style="list-style-type: none"> • Decide on theme and then promote. Encourage decision makers to think about this idea • Publicity of events, large and small, 'What's on in North Somerset' • Could encourage young people to provide ideas for regeneration and provide future plans
	Key Idea to develop 2. Look at existing buildings in disrepair i.e. business units and empty properties and improve – think about design – attractive and appeal to investors	
	Q1. How will this help to deliver in difficult times?	<ul style="list-style-type: none"> • Could reduce costs individually if businesses use units i.e. daytime/night time • Increase standards of business and area
	Q2. How could this idea be developed? What has to change to make this happen?	<ul style="list-style-type: none"> • Make sure short term leases are available • Promote partnership services in existing empty units or support national and local 'weekly' campaigns • When private organisations want to start up 'enterprises' local authority and agencies need to provide support and not make it difficult.

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AIM: Encouraging more sustainable patterns of travel and tackle road congestion		
Ideas to consider	Key Idea to develop: Improving rural public transport – links between villages	
<ul style="list-style-type: none"> • Bus pass for children/parents pick up link to public transport • Improving rural public transport – links between villages (east-west) • Rebuild schools in sustainable locations e.g. to better transport links • Use of school buses outside of school hours for community transport • Cycle paths that are safe, relevant and connected to towns and villages • Road works leading to congestion – needs better coordination to ensure peak traffic isn't affected 	Q1. How will this help to deliver in difficult times?	<ul style="list-style-type: none"> • Meeting needs of people in rural areas that don't have access to transport – accessing employment opportunities
	Q2. How could this idea be developed? What has to change to make this happen?	<ul style="list-style-type: none"> • Higher take up of public transport • Has to happen at peak times – timing of services • Linking with existing 'showcase' bus and train routes • Routes need to be relevant – meeting needs • Address costs of bus tickets – Price structuring e.g. peak time/off-peak • Timetables need to be clear and easy to understand, relevant and readily available • Reducing red-tape to allow local community transport services to be set up

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Ideas to consider	Key Idea to develop: Keeping local services open/re-open. Reducing need to travel	
<ul style="list-style-type: none"> • ‘Car clubs’ for residents i.e. pool of cars for residents e.g. for a block of flats, villages, street • Safe cycle routes for schools/colleges with secure parking • Increase cycle paths across district • Coordinating existing services/communication and greater awareness • Keeping local services open/re-open. Reducing need to travel • Regional perspective to consider links between authorities 	<p>Q1. How will this help to deliver in difficult times?</p>	<ul style="list-style-type: none"> • Less isolation • Less volume of traffic travelling to services • More money into local community • Local employment
	<p>Q2. How could this idea be developed? What has to change to make this happen?</p>	<ul style="list-style-type: none"> • Partnerships – joined up approach to delivering local services and greater understanding between different service providers • Focussing on long-term, accepting an initial cost for continuing services • Sharing assets e.g. post office with drop-in services • Making use of redundant assets/premises e.g. schools out of school hours • Bringing back mobile services e.g. mobile library • Community owned services

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Ideas to consider	Key Idea to develop: Educate young people on alternative transport and need for this – educate parents	
<ul style="list-style-type: none"> • Better access to public transport information – clear, relevant, timely, reliable easy to find • Better linkage between train, bus and cycle • Planning has to be infrastructure led to minimise need for journeys and minimise congestion • Better cycle paths – better connectivity • Educate young people and educate parents on alternative transport and need for this – educate parents • Disabled access to public transport • Access to bus services in rural areas • Website for car sharing – ‘needs greater awareness’ • Electric car charging ports 	<p>Q1. How will this help to deliver in difficult times?</p>	<ul style="list-style-type: none"> • Reduce reliance on car as soon as young person reaches 17 years old
	<p>Q2. How could this idea be developed? What has to change to make this happen?</p>	<ul style="list-style-type: none"> • Greater availability of information on public transport e.g. timetables, services available • Traffic exclusion zones e.g. closer to schools • Public transport more affordable for young people e.g. trains can be expensive • No student bus cards • Education on cycling safety and proficiency and consideration of cyclists by motorists • Greater bike security in public areas • Greater connectivity between transport services – and reduction of waiting times between services • Promoting car sharing e.g. travelling to work and college • Building on existing initiatives

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Ideas to consider	Key Idea to develop: Better understand why people want/need to travel to where they do – especially rural areas	
<ul style="list-style-type: none"> • Implement the sub-regional transport strategy • Better understand why people want/need to travel to where they do – especially rural areas • Employers provide incentives/information for travel not by car • Local Authority to work with transport providers to drive down costs • Town centre regeneration providing more jobs and housing reducing need to travel • Support for community transport initiatives • Increase competition in provision of public transport • Promote good practice e.g. green travel plans 	Q1. How will this help to deliver in difficult times?	<ul style="list-style-type: none"> • Might reduce pressure on transport infrastructure leading to reduced costs • Reduced individual costs • Makes North Somerset more attractive – for businesses and individuals • Better basis for forward planning • Frees up money for other services • Will result in greater inclusion, better health etc for less advantaged groups
	Q2. How could this idea be developed? What has to change to make this happen?	<ul style="list-style-type: none"> • TEE group commission work to collect information – to include why facilities not available locally • Look at big drivers for travel e.g. work, shopping, schools, events • Not just ‘why’ but ‘when’ – time of travel critical • Pressure points/blocks – understand what people want to travel to but can’t • Need greater clarity on sub-regional transport strategy • Integrate transport needs into delivery of RSS/LDF/Core Strategy • Education to drive behaviour change

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Ideas to consider	Key Idea to develop: Work with businesses and others to promote/deliver alternative/sustainable travel options	
<ul style="list-style-type: none"> • LPA to work more closely with Highways to ensure S106 agreements are delivered in full • Provide incentives to businesses who employ local people (no need to travel) • Infrastructure before or with development <u>not</u> afterwards • Make public use public transport by making it more affordable • Integrate facilities (jobs, transport etc) into new developments • New development to be employment-led • Re-open Portishead to Bristol railway line 	Q1. How will this help to deliver in difficult times?	<ul style="list-style-type: none"> • We' re not sure it will • Reduced cost to local people –less need to travel for work • Makes new developments more attractive to potential buyers e.g. Portishead less attractive due to lack of jobs & difficulty getting in and out
	Q2. How could this idea be developed? What has to change to make this happen?	<ul style="list-style-type: none"> • LPA to be more 'bullish' with developers • Government agencies to refocus funds to deliver employment/infrastructure before houses • LPA to adhere closer to existing spatial plans and other policies e.g. on transport • National policies needed • Opportunity to deliver through Core Strategy – cut Core Strategy must de-politicise strategy • Utopia: Re-open Weston to Clevedon to Portishead light transit link

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Ideas to consider	Key Idea to develop: Work with businesses and others to promote and deliver more sustainable travel options	
<ul style="list-style-type: none"> • Better information on motorway congestion at access points • Encourage business community to promote working from home where appropriate • Implement policies for employment – led development • Provide Park & Ride for Weston • Improvements to road network through S106 agreements • Transport (public) infrastructure in place before development/houses • Make more public transport more attractive – joined up, useable, cost, reliability • Cheaper public transport and maintain services to rural areas 	<p>Q1. How will this help to deliver in difficult times?</p>	<ul style="list-style-type: none"> • Reduce personal transport costs • Reduced congestion = lower costs to businesses • Helps deliver more community cohesion
	<p>Q2. How could this idea be developed? What has to change to make this happen?</p>	<ul style="list-style-type: none"> • Integrate (properly) sustainable transport into new development • LPA to enforce S106 agreements and supervise delivery more closely • Don't sign-off/adopt until S106 and other agreed improvements delivered to standard • LPA to enforce implementation of transport policies/plans • People need to have greater confidence in public transport – have more knowledge, lower cost, greater reliability = <u>subsidise</u> • Promote car sharing • Improved community transport • Improve safety (or perception of safety) of public transport late at night